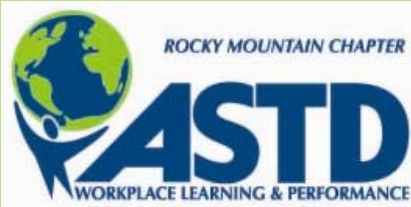




2007 Annual Report to Members

American Society of Training & Development – Rocky Mountain Chapter



Report Highlights

Chapter Strategies, Goals & Initiatives

- Developed a 3 year strategy for 2007 to 2010 including 4 strategic themes
- For 2007, over 20 goals were worked on to support the strategic themes
- Of the 60 initiatives, 65% were completed and 20% carried into 2008

Membership

- Increased membership in 2007 by 15% over 2006

Member Benefits

- More than doubled the amount of member benefits in 2007 in the areas of Professional Development, Networking Forums, and Tools/Resources
- Hosted 19 events with over 500 participants
- Presented 4 Best Practices STAR Awards
- Added 5 new features to the website as new member benefits

Chapter Viability & Longevity

- Had a net loss of \$861 due to investments in new benefits and technology (with anticipated future payouts)
- Changed management companies to improve chapter administration, costs and customer service

“Developing Leaders in Learning and Organizational Performance”

Whenever I read the mission for our ASTD chapter above, it sends chills down my spine. Chills of pride, excitement, anticipation.

I'm proud of the dedicated volunteers who spent countless hours and months toiling to bring to life programs and services with no reward but the sincere wish to serve you. I'm excited about the response from chapter members to the results of that hard work. And I get the greatest chills from thinking about the great springboard we have for even cooler, hit-the-nail-on-the-head programs and benefits for 2008 and beyond.

2007 was a watershed year for your local ASTD chapter. It reminds me of what one of my colleagues dubbed “The Consultant’s Creed.” His theory is that you can use these points in any situation where you’re dealing with internal or external customers.

“It’s a tough job.” This relays that there are challenges in anything worth doing, as was the case for the chapter this year. Coming into 2007 we had vacancies in board positions which led to slipping benefits in those areas, declining membership, and potential members questioning the value the chapter provided. A daunting task for the board.

“But it’s going pretty well.” This report highlights the many successes we had this year in addressing our “tough job.” As a chapter we listened hard to our members and then worked to make strides in professional development programs, improve our website, pump up our member benefits, and strengthen our back room administration.

“And you’ll be pleased with the results.” We have a great platform for building even more value to you our members for the years to come.

Thanks everyone. It’s been a privilege and honor to serve you. May your future be full of professional and career successes.

Barb A. Smith
Rocky Mountain Chapter
2007 President



*Barb Smith, 2007 Chapter President
Michelle Kelly, 2008 Chapter President*

Cool Things You Oughta Know About Your Chapter

About Chapter Strategies, Goals and Initiatives

Customer Survey Themes

A) What are your greatest challenges/frustrations?

- Lack of time or resources.
- Management & organizational support.
- Getting what I need from customers to create quality training.
- Keeping expertise current.

B) What benefits would you or your organization receive if you resolved these challenges?

- More training in same amount of time.
- Improve training quality.
- More time for longer-term activities, e.g. ROI, learning transfer, etc.
- Training would have a bigger impact on the organization.

C) What benefits/services would help you resolve your challenges?

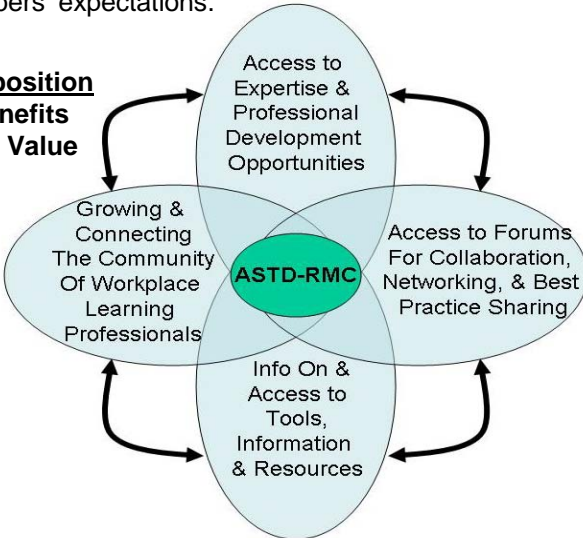
- Access to expertise, and training/learning opportunities.
- Access to forums to collaborate, network and share best practices.
- More info on and access to learning tools and resources.

Strategic Themes

- Surface, actively communicate and share **best practices** on workforce learning and organization performance topics and trends of current interest to customers.
- Strive to **deliver services and products** that are professional, content-rich yet concise, immediately applicable, and convenient.
- **Nurture and connect** the local workforce learning and organization performance community.
- Maintain the long term **viability and integrity** of the chapter.

Robust Strategic Planning

In 2007, the board embarked on a more extensive strategic planning effort. We looked farther into the future by creating a 2007 to 2010 plan, and more in depth into what would make our chapter irresistible to members. Here is a summary of those results:

1. Clarify the Mission	We streamlined and revised our chapter's mission to be: “Developing Leaders In Learning and Organizational Performance”
2. Identify Target Customers	We did market segmentation of our current and desired customers looking at what type of organization they worked in, what type of positions they held in those organizations, and what level of experience they had in our field.
3. Identify Desired Benefits for Target Customers	<p>Using the themes that came out of survey findings (see sidebar), the board developed a “value proposition” describing what benefits members told us they most value. This helped us identify what we could provide more of to meet members' expectations.</p> <div data-bbox="740 1175 971 1266"> <p>Value Proposition What Benefits Members Value</p> </div> 
4. Decide on Strategic Themes	From the input, the chapter developed strategic themes to guide goals and projects for the 2007 to 2010 plan timeframe (see sidebar for the themes).

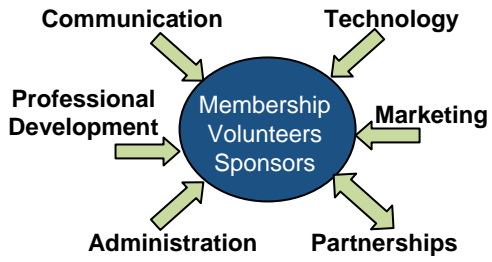
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Cool Things You Oughta Know About Your Chapter About The Strategies, Goals and Initiatives

2007 Initiative Highlights

- Create a full calendar of compelling professional development events
- Use webinars as a professional development offering
- Put on an successful special learning event with a recognized expert in our field
- Overhaul and improve website as the major vehicle for providing services
- Improve and implement new member benefits, including:
 - The Exchange - An updated collaboration/ discussion tool
 - Member and Expertise directory with searching functions
 - Member Fingertip resources with white papers, tools and resources
 - Member Special Offers & Discounts to give members deals and provide advertising opportunities
 - Events free to members only
- Revamp, simplify and update membership fees and levels
- Implement a campaign to communicate new membership benefits and levels
- Recognize best practices through the 2007 Best Practices Awards
- Revive chapter communications by creating a new newsletter and sending monthly communications
- Create a long term member communication strategy
- Solidify volunteer process
- Survey customers
- Transition to new management company

Strategic Planning (continued)

<p>5. Identify Key Processes</p>	<p>We identified which functions or major processes of the organization (graphic below) support which strategic themes.</p> <div style="text-align: center;">  </div> <p>For each of these key areas, we challenged board members to identify:</p> <ul style="list-style-type: none"> - Baseline improvements to meet basic expectations. - Leap frog opportunities to really move their area forward.
<p>6. Set Goals</p>	<p>Each Board member set goals for their function to support the strategic themes. The major themes of the goals included:</p> <ul style="list-style-type: none"> • Improve our understanding of our customers. • Improve benefits and services in the areas that members value – professional development, networking and collaborating, and tools and resources. • Create a safe and welcoming environment. • Reach out to a greater number of community members and get them involved. • Nurture leadership within the community. • Improve chapter viability and longevity through improvement in administrative practices.
<p>7. Identify Initiatives</p>	<p>We are very proud to report that chapter volunteers and the board worked on a total of 60 different initiatives to make improvements in the goals above.</p> <p>Of the 60 initiatives:</p> <ul style="list-style-type: none"> - 65% were completed successfully in 2007, including a few that are highlighted in the sidebar. - 20% of the initiatives carried over into 2008 and will be completed successfully this year. - 15% were incomplete for various reasons, such as board member transitions and time constraints

Cool Things You Oughta Know About Your Chapter

About Our Members and Being A Member

Who Were Our 2007 Board Members?

President

Barb Smith, S & H Consulting

President-Elect

Michelle Kelly, EPI

Past-President

Steve Kirkpatrick, Regis Learning Solutions

Secretary/Treasurer

Liz Beerman, KLA Group

VP-Communications

Amy Amorese, Arapahoe Community College

VP-Corporate Relationships

Liz Krupinski, Echostar

VP-Marketing

Kathryn Miller, Engage Communication Group

VP-Membership (New Members)

Tiffany Dahlberg, Achievement Consulting & Training

VP-Membership (Volunteers)

Pam Grove, EPI

VP-Professional Development Programs

Penny McDaniel, Collaborative Connections

VP-Strategic Partnerships

Mark Bower, Edge Interactive

VP-Technology & Website

Jenny Douras, Mission Critical Systems



2007 Rocky Mountain Chapter Membership

The ASTD-Rocky Mountain Chapter began 2007 with 147 members.

As of 12/31/07 the chapter had 169 members for a **15% increase** over the course of 2007.



A Snapshot of Our Members

Type of Organization They Work For

- 63% work in training departments in corporations (48%) or non-profit/government organizations (15%)
- 32% work in consulting firms
- Less than 5% are associated with colleges/universities

Position Within Their Organizations

- About 50% are individual contributors (they have no direct reports)
- 30% are managers/supervisors
- About 15% are business owners

Years of Experience in Our Field

- About 45% have 5 to 15 years experience
- 40% have over 15 years experience
- 15% have 5 years or less experience
- Those who participate most in chapter activities have 5 to 10 years

New Membership Levels

Changes were made in 2007 to membership structure and fees in order to simplify the options and increase dues since they hadn't been raised in years to keep up with inflation and the cost of providing benefits.

Current membership options:

- Regular professional membership = \$99 per year
- Student memberships = \$50 (full-time students in related degree programs)
- Group/organization discounts = 15% discount off more than 3 memberships

New member administration fees and ASTD national discounts were dropped.

Cool Things You Oughta Know About Your Chapter

About Member Benefits

2007 Best Practices STAR Award Winners

External Consultant Winner

- Chain Reaction Partners
- Project: UCAR Executive Leadership Program

Internal - Large Corporate Organization Winner

- Time Warner Cable
- Project: Evolving Learning in Social Networks

Internal - Medium Corporate Organization Winner

- Union Colony Bank
- Project: Leadership Training

Internal - Public or Non-Profit Organization Winner

- City of Englewood
- Project: Computer Coaching Network



Access to Expertise & Professional Development

The chapter's slate of professional development events in 2007 were stellar. We hope you attended some of these events.

- Total events = 19 events and a total of over 500 people who attended
- Chapter meetings = 7 meetings with about 200 participants
- Webinars = 10 webinars with about 160 participants
- Hosted 2 special events with leadership guru and industry icon Jack Zenger – a keynote dinner and a 1 day workshop with about 150 participants
- Hosted one event free to members only



Access to Forums for Networking, Collaborating & Best Practice Sharing

The chapter introduced and provided these opportunities:

- 2007 Best Practices STAR Awards showcasing organizations with creative and clever approaches to thorny problems (see sidebar for winners).
- "The Exchange" member electronic bulletin board and community of practice available through the chapter website.
- Networking at meetings and one meeting devoted to networking.
- Special Interest Groups – Organization Development, Facilitators' Exchange, Northern ASTD/BAHRA.

Access to Tools, Information & Resources

The chapter introduced these opportunities:

- Member and Expertise Directory – Better searching capabilities to find expertise resources.
- Special Offers and Discounts – Provided to members only.
- Monthly newsletter communications with free white paper resources.
- Member Fingertip Resources – White papers, tools and information provided to members only.

Cool Things You Oughta Know About Your Chapter

About Chapter Longevity and Viability

Chapter Office Administration & Contact Information

As of 12/31/07, the Rocky Mountain Chapter has changed management companies. The goals of changing include:

- Local and more convenient access to the chapter offices.
- Smoother online and electronic services and more of them – Look for improvements in 2008.
- Better customer service to members Shifting costs to support bigger and better member services.

This move changes the contact information for the chapter. The new management company and contact information is below.

The Meeting Edge

Account Manager – Norie Baker
7010 Broadway, Suite 320
Denver, CO 80221

Phone - 303-457-2119

Fax – 303-451-7567

E-mail – info@astdrmc.org

Website – www.astdrmc.org

2007 Chapter Financials as of 12/31/07

Total Gross Revenue	\$56,304.68
Total Expenses	\$57,166.35
Net Income	(\$861.67)
Savings	\$17,315.79

Technology & Data Infrastructure & Reporting

An area of focus to ensure the soundness of the chapter has been strengthening the technology we use for working with customers and for “back room” activities such as administration and reporting.

- The chapter website received a major overhaul this year. We foresee that the website is, and will continue to be even more so, the major method by which we interface with and deliver services to members and the community. Continue to look for additional improvements.
- The chapter adopted an association management program, MemberClicks. We piloted MemberClicks modules in 2007 (the bulletin board and member directory features). Additional modules will be added in 2008.
- We solidified our use of online event registration for members which we piloted in 2006.
- We continue to look at additional ways to automate and streamline financial recordkeeping, membership registration and management, etc. for easier online use by customers and better reporting to the board.

Looking Forward to 2008 and Beyond

The ASTD-Rocky Mountain Chapter is already working on many enhancements that members will benefit from in 2008. We anticipate it will be one of the best years ever for the chapter. Thank you for your continued support and we look forward to working with you throughout the year.

**ASTD-Rocky Mountain Chapter
Board of Directors**